PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Doug Odum DATE: August 30, 1988

FROM: Roy Anise

SUBJECT: Information Retrieval System

Marketing Information and Analysis has been requested by David Dangoor to initiate the development of an Information Retrieval System (IRS) for use in conducting literature searches of marketing and sales documents such as Research publications, P.P.P.'s, Sections Operations Reports, etc.

This system, which we envision would work very much like the services provided by Lexis/Nexis, needs to be able to execute character/word searches, and return passages from or information about the document in which the search was done.

I understand that various departments in Richmond currently use an internal system (Fulcrum) which might be transferable to marketing. In addition, perhaps a review of various optical scanning technologies might be appropriate when addressing this project.

I will contact you this week so that we may discuss the specifications of the project in more detail.

cc: D. Bove
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